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# **Asheville Civic Center**

Event Overview & Operational Perspective

Task Force Presentation

November 21, 2005



## **Goals of the Presentation**

- Event Overview
- Operational Perspective

## **Available Space**

- The Civic Center is made up of four principal areas; the arena, auditorium, exhibit hall and banquet hall
- These areas were created in the mid-70's renovation/construction of the facility
- The venue mostly serves as a trade show & entertainment venue rather than acting as a convention or conference location

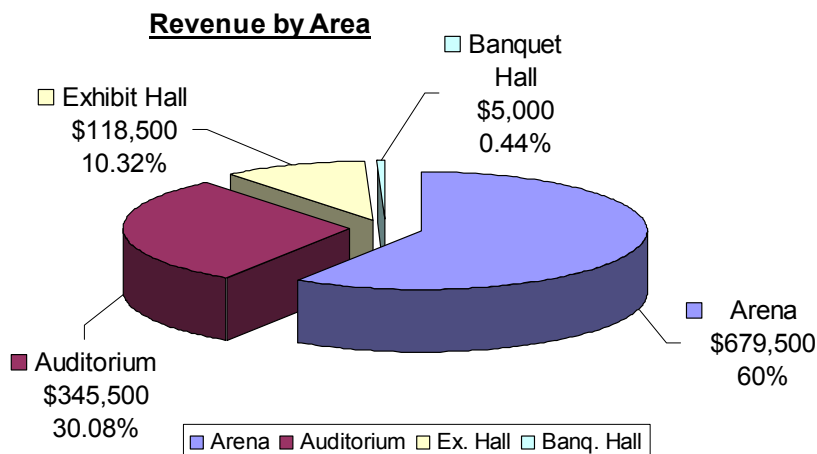
## **Event Overview**

- The arena brings in the majority of the venue's revenues and profits.
- The auditorium provides the most event diversity
- Concerts are the leading event type
- However the overall list of events occurring at the Civic Center is impressive

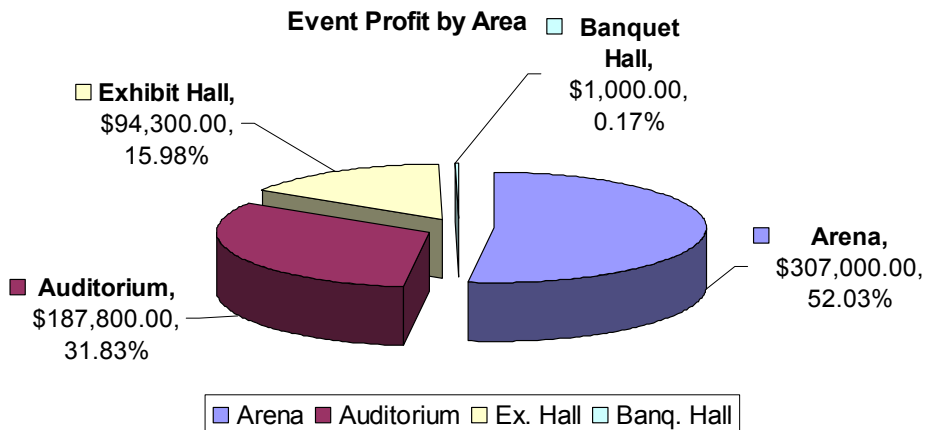
## Event Overview

- 6-8 Arena concerts per year
- 12-18 Auditorium concerts per year
- 6 Major trade shows per year
- The Asheville Symphony and Bravo concerts
- Public skating and Youth Hockey
- Broadway productions
- Family Shows such as Ringling Brothers, Disney on Ice and Sesame Street
- Many smaller trade shows happen in the exhibit hall
- The auditorium is also used for many local events

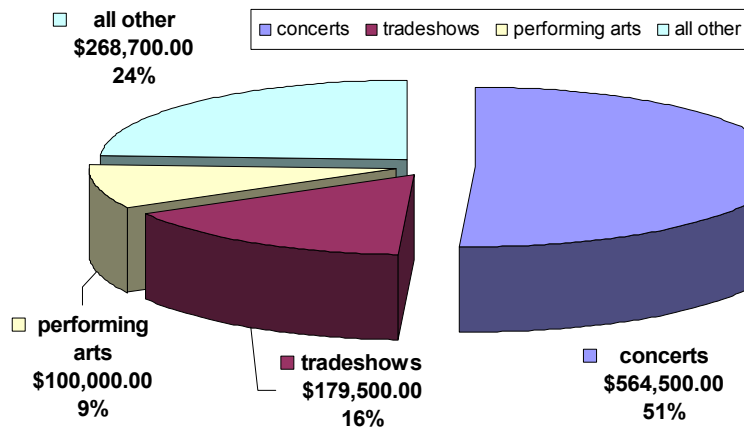
## Civic Center Revenue Breakdown



## Civic Center Event Profit Breakdown

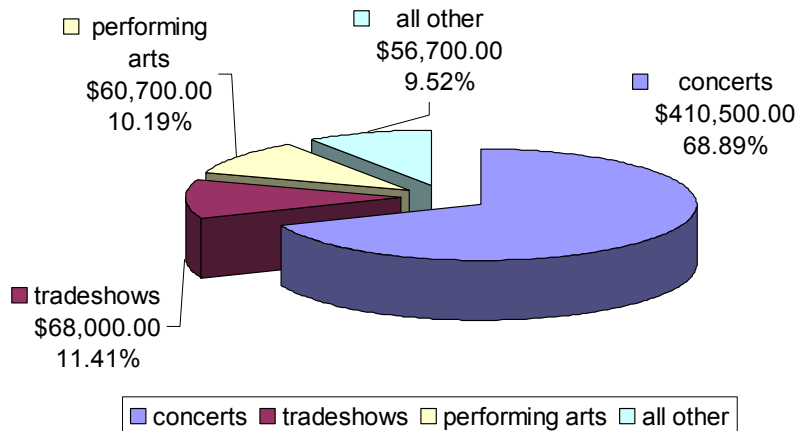


## Revenue Breakdown by Event Type



## Profit by Event Type

Venue Profit by Event Type



## Event Days

- Nearly 200 event days took place at the venue during the past twelve month time period
- This total excludes the two sports teams that left the venue at the end of last season
- The heaviest event usage occurs between September and April
- The summer months still have many events but also allow for major maintenance projects to be completed

## Concerts

- Arena and Auditorium concerts provide over 50% of the total Civic Center's revenues and even more of the total event profit
- These concerts account for approximately 10% of the total event days at the venue
- Approximately 6 promoters provide these events, however, AC Entertainment provides the majority of concerts in the venue
- This is the most critical event category at the Center

## Trade Shows

- Trade shows happen in both the arena, on the concourse and in the exhibit hall
- These trade shows provide nearly 30% of the venue's revenues
- Approximately 7-8 promoters provide these events, however, Western Carolina Productions and the Craft Guild of the Southern Highlands provide the majority of the larger trade shows
- These events provide a stable revenue stream year in and year out

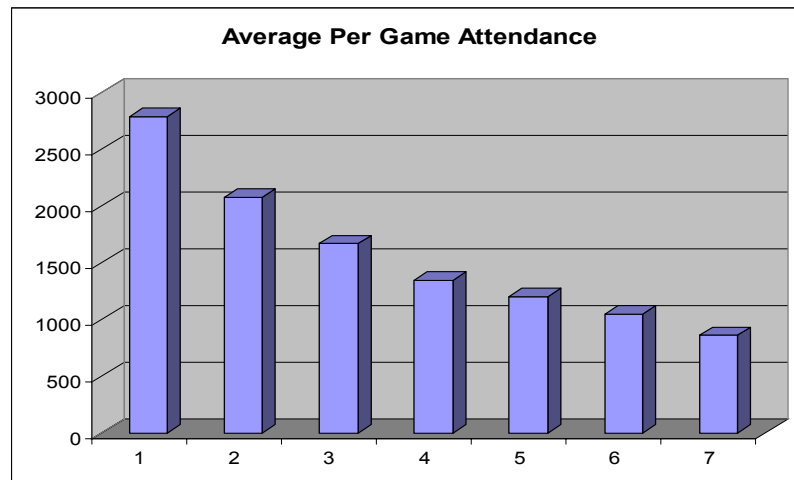
## **Family Shows**

- Family shows provide nearly 11% of the Center's revenues
- They constitute a very small number of use days in the arena
- There are only 4 major promoters that provide these events
- These events serve a significant market that may not otherwise attend an event at the Center

## **A Sports Arena?**

- Sports teams have not historically provided a steady long-term income stream to the venue
- The basic reason is that attendance has not been sustained over time
- Many theories have been discussed regarding the attendance issue
- Some blame the outmoded facility while others say there is an insufficient fan base in the area are two of the principal arguments

## Hockey attendance trend - 7 year history



## Competition

- Many venues can be considered to be at least indirect competition for the Civic Center
- The Bi-Lo Center is in the same market area as Asheville and affects the bookings at the venue
- To compete with the Bi-Lo Center, the Asheville Civic Center has carved its own niche in the marketplace



## **Other Factors**

- The demographics of the western North Carolina population play an important part in the Center's bookings
- The diverse population of the area has enabled a wide variety of events to succeed
- Current and long-term industry trends and needs are also important in determining what events will occur at the Center in the future

## **Civic Center Staff**

- There are eleven full-time employees
  - Five are supervisors
- There are three part-time employees
- There is a roster of nearly 200 individuals that work on a temp/seasonal basis
- Volunteer groups are also used in the concession area

## Other Venue Facts

- The Center uses the TicketMaster system to sell event tickets
- The concession stands all have computerized cash registers to better manager sales and inventory
- An automated timekeeping/payroll system has been installed for use by all employees to increase overall efficiency
- The staff are committed to internal improvements whenever possible

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## Questions?

